

NEWS RELEASE

For Immediate Release

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Product Genesis Joins CIMIT's Industry Liaison Program

CAMBRIDGE, MA – March 27, 2005 - Product Genesis is pleased to announce that they have joined the CIMIT (Center for Integration of Medicine and Innovative Technology) Industry Liaison Program. Product Genesis is a strategic innovation firm dedicated to providing best-in-class services to a select client base principally in the medical device and healthcare industry. The consulting group, with roots from MIT and nineteen years experience, combines expertise in technology with proven emerging market, user needs, and business analysis to sharpen the strategic and tactical moves of their clients. 50% of Product Genesis' experience has been focused in the medical technology, healthcare and life sciences arena.

Product Genesis has particular interest in emerging technologies that could support the ambulatory practice of the future, and living laboratory projects that involve crossover, and potentially disruptive technologies. Product Genesis initial work with CIMIT will be to provide support to CIMIT leadership by analyzing emerging trends that may fundamentally improve the quality of care in the clinical environment with Product Genesis' proven Opportunity Genesis approach.

Opportunity Genesis is a structured framework that identifies new opportunities enabled by adapting established technology to new markets. This framework also identifies emerging technology disruption in established markets, which creates new and promising whitespace innovation opportunities. The result is value creation from underutilized technology assets and emerging disruptive technologies. Product Genesis' analysis will support CIMIT's annual funding proposal review process.

About CIMIT

CIMIT (Center for Integration of Medicine and Innovative Technology) is a consortium of the Harvard teaching hospitals with MIT and Draper Laboratory that solves complex medical problems through collaboration. CIMIT brings

Together clinicians at the forefront of medicine, with scientists and engineers working at the frontiers of high technology and industry to improve patient care through innovative technology and minimally invasive therapy.

About Product Genesis

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: www.productgenesis.com.

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